

Serving Latino Families & Children in West Michigan



**Hispanic Center of Western Michigan
Presented by: Martha Gonzalez-Cortes, CEO**

Presentation Objectives

- Provide overview of Hispanic Center programs & funding for new initiatives.
- Share useful data on Latino population we aim to serve.
- Discuss our core values & key advocacy concerns.



The Hispanic Center of Western Michigan



The Mission:

To Serve. To Educate. To Advocate.



The History

- Founded in 1978 as community based non-profit serving the needs of Latino families in Grand Rapids.
- Purchased the firehouse from the City of GR for \$1 in the 1980's.
- In 2000, the Center had 8 staff and served 1,500 clients per year with a \$300,000 annual operating budget.

The 2012 Team

30+ Bilingual Staff

Serving 12,500 Clients Annually

\$1.8 Million Operating Budget for 2012



Who Do We Serve?

- Latino kids and families in Kent County & West MI
- Farmworkers
- Immigrants & Newcomers
- Non-English Speaking Populations



Latinos in the US

- Latinos in 2010 made up 16.3% of US population and numbered more than 50 million people.
- Latinos have been severely impacted by the economic downturn experiencing a 66% decline in household wealth from 2005-2009.

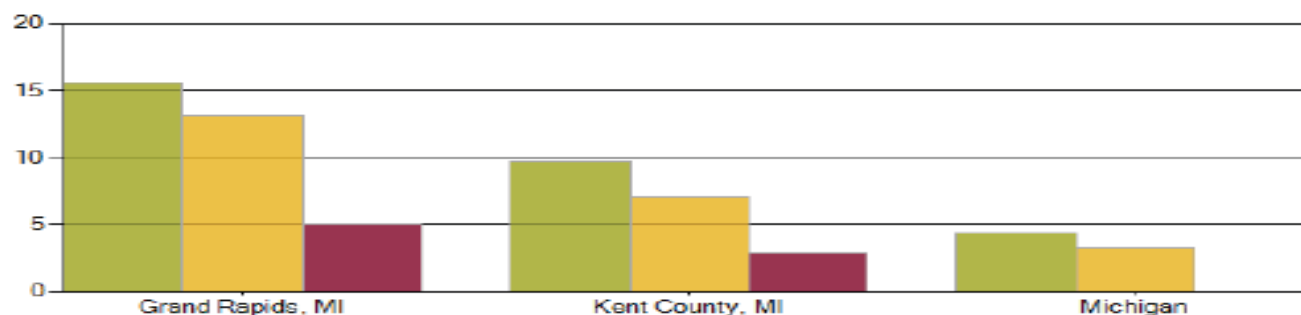
Latinos in MI

MI Latino Population	434,880
% of Statewide Population	4.4%
Median Age	25
Median Income	\$18,300
% of Kids in Poverty	36%
% without Health Ins	24%
% of Home Ownership	58%
% of K-12 Student Pop	6%

Latinos in West Michigan

County	1990	2000	2009	2010
Kent	14,684	40,185 (7%)	57,972 (10%)	55,710 (9.7%)
Ottawa	7,947	16,692 (7%)	21,361 (8%)	20,495 (8.6%)
Muskegon	3,623	6,001 (4%)	7,974 (5%)	8,170 (4.8%)
Oceana	1,390	3,119 (12%)	4,325 (16%)	3,682 (13.7%)

Comparative Latino Data



	Year	Grand Rapids, MI	Kent County, MI	Michigan		
% Hispanic or Latino 11	2010	15.6 %	9.7 %	4.4 %		
% Hispanic or Latino 1	2000	13.1 %	7.0 %	3.3 %		
% Hispanic or Latino 68	1990	5.0 %	2.9 %			

¹ U.S. Census Bureau, Census 2000 Summary File 1 (SF1)
¹¹ U.S. Census Bureau, Census 2010 Summary File 1 (SF1)
⁶⁸ U.S. Census Bureau, Census 1990 Summary File 1 (SF1)

Latino Diversity - National Origin

National Level	West Michigan
<ul style="list-style-type: none">•Mexican – 63%•Puerto Rican – 10%•Cuban – 4%•Dominican – 3%•Salvadoran – 3%	<ul style="list-style-type: none">•Mexican – 68%•Puerto Rican – 7%•Guatemalan – 3%•Cuban – 2%•Dominican – 2%



A Champion of the Underserved - A Cultural
Broker with a Humanitarian Vision

BASIC NEEDS SERVICES

(Serving 7,000 adults and children seeking food assistance)



FAMILY VIOLENCE INTERVENTION

(Project HOPE serves 200 Domestic Violence & Sexual Assault victims per year)



MENTAL HEALTH SERVICES & OUTREACH

(Serving 150 crisis clients per year)



IMMIGRANT RIGHTS ADVOCACY

(Serving 1,000 families per year with Consular Processing & Human Rights Advocacy)



El Centro Translation

(A 24/7/365 Business Line for Sustainability)



ADULT EDUCATION

(200 adults per year improving their ESL & Computer Literacy skills. Spanish GED coming in 2012.)



ADULT EDUCATION & EMPLOYMENT



ADULT EDUCATION & EMPLOYMENT

(Celebrating Adult Ed completion matters!)



YOUTH SERVICES

(Serving an average of 300 Latino youth per year with job placement, academic achievement & skill development, violence intervention, and college readiness.)



YOUTH SERVICES

(Workforce Development and Community Service are equally important!)



YOUTH SERVICES

(Graduation is always the goal!)



CULTURAL EVENT PLANNING

(We know how to party with a mission!)



CULTURAL EVENT PLANNING

(We use Culture to push for community social change & development)



CULTURAL EVENT PLANNING



A CULTURAL & SERVICE LEGACY



- Culture can be a powerful tool for social change.
- Community Development is an “all or nothing” proposition not a Darwinian exercise in survival of the fittest.
- There are unpopular people & causes, but never disposable lives...so we will work tirelessly to advance the human dignity of all.

NEW INITIATIVES

- \$1.5 Million Dollar direct grant from the Kellogg Foundation for **Latino Community Development** Project (supporting our Immigration, Education, and Regional Leadership Development efforts).
- \$2 Million for Anchor Organization Network (AON).
- \$6.5 Million for Early Learning Neighborhood Collaborative (ELNC).



Hispanic Center Take-Away's

- We've grown dramatically in a bad economy.
- We are out-competing larger & more established counterpart organizations (in CA, TX, NY, IL, FL) for federal funding to serve vulnerable women and children.



Hispanic Center Take-Away's



- We play an active advocacy role for the populations we serve in statewide, Midwest, national, and international workgroups and committees.

Hispanic Center Take-Away's



- We've received international recognition for innovation & best practice in non-profit community service in the last 2 yrs.

Hispanic Center Take-Away's

- We are attempting new collaborations with historical organizations of color in Grand Rapids.
- We are experimenting with new regional collaboration with Latino non-profit counterparts.



Challenges

- Physical Space
- Communication
- Alignment of Local, State & Regional efforts.



Contact Information

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Contact Information

- Michigan MSFW Enumeration Profiles Study:
 - <http://www.michigan.gov/dhs>
 - www.jsri.msu.edu/msfw/index.html
 - <http://www.michigan.gov/mdcr>

